



## Association for Experiential Education 38th Annual International Conference November 4 - 7, 2010 ~ Las Vegas, Nevada USA

### SPONSORSHIP OPPORTUNITIES

The Association for Experiential Education (AEE) was founded in the early 1970's by a small group of progressive educators on the belief that the core of learning is greatly enhanced by experiential forms of education. Today AEE has more than 1300 Organizational and Individual members in over 30 countries around the globe.

The AEE Annual International Conference is a time of unparalleled professional development and renewal. Each year more than 800 experiential educators from around the world come together for unsurpassed networking, professional development, continuing education, and community building. With over 120 high-quality workshops, internationally recognized speakers, a vibrant exhibit hall, and world class entertainment, the AEE conference is the definitive conference for experiential educators.

#### ***Opportunity to Meet Your Objectives***

AEE is proud to invite your organization to become a sponsor of the 38th Annual International AEE Conference in Las Vegas, Nevada, USA. Creating positive brand awareness is the foundation of our sponsorship program. As a sponsor, you will be recognized in all marketing, promotion, and public relations initiatives. Specifically, our sponsorship program is designed to fulfill the following business objectives for your organization:

- ✓ Draw attention to your organization's commitment to the community.
- ✓ Establish a positive brand identity for your company and create marketing experiences with both current and potential clients.
- ✓ Build a sense of pride among employees, their families and stakeholders through the role your company played in being a sponsor at the Annual International AEE Conference.

#### **PLATINUM SPONSOR \$10,000 ACTUAL MARKETING VALUE OF OVER \$10,100**

As a Platinum Sponsor of the 38th Annual International AEE Conference, your organization will be provided with a list of benefits designed to serve as a platform to achieve your marketing and communications objectives. An overview of the benefits your organization will receive is outlined below.

- ❖ Sponsorship of overall conference which includes;
  - ◆ Verbal recognition at all general sessions
  - ◆ Organization's banner prominently displayed at all general sessions
  - ◆ Organization's name listed as event sponsor in the Conference Program
- ❖ Organization's name and logo on the conference "save the date" postcard, brochure and poster
- ❖ Organization's name and logo on all paid print advertisement
- ❖ Half-page ad in the conference brochure
- ❖ Full-page ad in the conference program
- ❖ Organization's name and logo included in the conference program

- ❖ Organization's banner prominently placed at the registration area at the conference
- ❖ Organization's name and logo included on all email updates to conference attendees
- ❖ Opportunity for face time or short video presentation about your organization at one general session
- ❖ Exhibit space in a premiere sponsor location
- ❖ Four complimentary registrations to the conference
- ❖ One year Association for Experiential Education organizational membership
- ❖ Organization's name and logo included on the conference attendee bag
- ❖ Your promotional material included in attendees bags
- ❖ Banner ad on the homepage of the AEE website for 60 days
- ❖ Organization's name and logo included on the AEE conference website with a link to your organizations website

## **GOLD SPONSOR \$5,000**

**ACTUAL MARKETING VALUE OF OVER \$5,300**

As a Gold Sponsor of the 38th Annual International AEE Conference, your organization will be provided with a list of benefits designed to serve as a platform to achieve your marketing and communications objectives. An overview of the benefits your organization will receive is outlined below.

- ❖ Sponsorship of **two** conference events which includes;
  - ◆ Verbal recognition at each event
  - ◆ Your organization's banner prominently displayed at each event
  - ◆ Organization's name listed as event sponsor in the Conference Program
- ❖ Organization's name and logo on the conference "save the date" postcard, brochure and poster
- ❖ Organization's name and logo on all paid print advertisement
- ❖ Half-page ad in the conference program
- ❖ Organization's name and logo included in the conference program
- ❖ Your promotional material included in attendees bags
- ❖ Organization's name and logo included on the AEE conference website with a link to your organization's website
- ❖ Organization's name and logo included on all email updates to conference attendees
- ❖ Opportunity for face time or short video presentation about your organization at one of your sponsored events
- ❖ Exhibit space in a premiere sponsor location
- ❖ Two complimentary registrations to the conference
- ❖ One year Association for Experiential Education organizational membership

## **SILVER SPONSOR \$3,000**

**ACTUAL MARKETING VALUE OF OVER \$3,900**

As a Silver Sponsor of the 38th Annual International AEE Conference, your organization will be provided with a list of benefits designed to serve as a platform to achieve your marketing and communications objectives. An overview of the benefits your organization will receive is outlined below.

- ❖ Sponsorship of one conference event which includes;
  - ◆ Verbal recognition at the event
  - ◆ Your organization's banner prominently displayed at the event
  - ◆ Organization's name listed as event sponsor in the Conference Program
- ❖ Quarter-page ad in the conference program
- ❖ Organization's name and logo included in the conference program
- ❖ Your promotional material included in attendees bags
- ❖ Organization's name and logo included on the AEE conference website with a link to your organizations website

- ❖ Organization's name and logo included on all email updates to conference attendees
- ❖ Opportunity for face time or short video presentation about your organization at your sponsored event
- ❖ Exhibit space in a premiere sponsor location
- ❖ Two complimentary registrations to the conference

## **BRONZE SPONSOR \$1,500**

**ACTUAL MARKETING VALUE OF OVER \$2,500**

As a Bronze Sponsor of the 38th Annual International AEE Conference, your organization will be provided with a list of benefits designed to serve as a platform to achieve your marketing and communications objectives. An overview of the benefits your organization will receive is outlined below.

- ❖ Sponsorship of one conference event which includes;
  - ◆ Verbal recognition at the event
  - ◆ Your organization's banner prominently displayed at the event
  - ◆ Organization's name listed as event sponsor in the Conference Program
- ❖ Quarter-page ad in the conference program
- ❖ Organization's name and logo included in the conference program
- ❖ Your promotional material included in attendees bags
- ❖ Organization's name and logo included on the AEE conference website with a link to your organizations website
- ❖ Organization's name and logo included on all email updates to conference attendees
- ❖ Discounted Exhibit space in a premiere sponsor location
- ❖ One complimentary registration to the conference

### ***Extraordinary Marketing Value***

The Actual Marketing Value of all of our sponsorship levels exceeds the investment. In addition to an excellent value for your marketing dollars, sponsorship of the AEE Conference provides your organization with a unique opportunity to interact and market to the most influential leaders in the field of experiential education.

**For more information contact:**

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### ***Former and Current Sponsors & Partners***

